

The DALLAS Magazine

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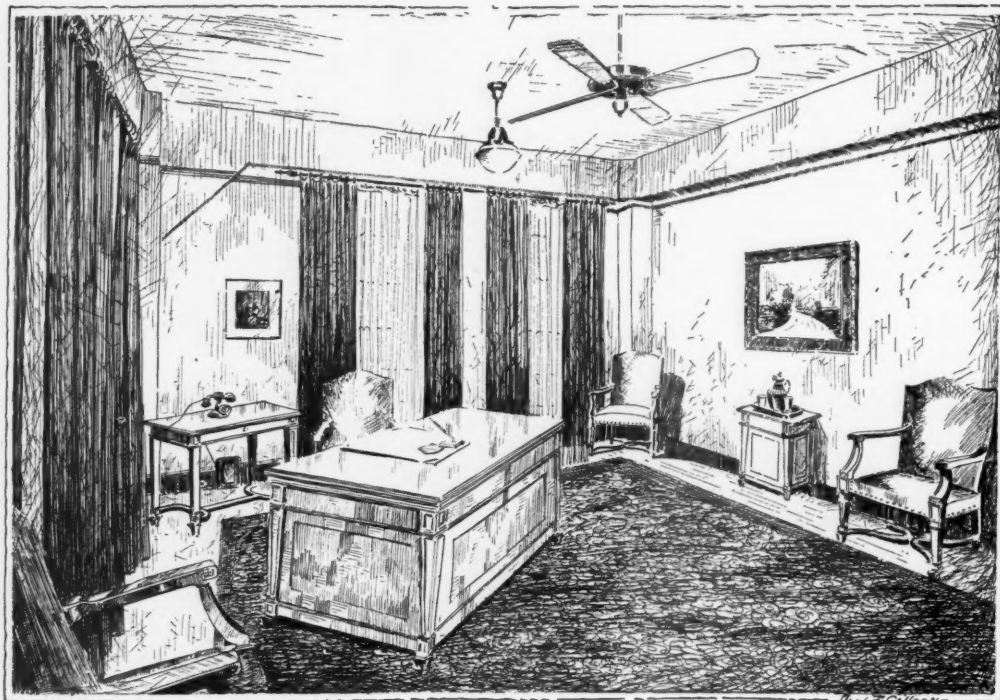
JUNE, 1931

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The dollar, the mark, the franc and the lira are rubber—elastic—compressible or stretchable—but the loaf of bread remains a loaf of bread and a Kilowatt of electricity will do as much for its present low wage as in the days when it cost a fortune to produce the first one. Possessions, and their uses and advantages, are the only yardsticks by which we can measure prosperity accurately.

Nowhere in the world are people better fed, better dressed and better housed than in America. Nowhere else do they have so many mechanical and scientific things to make work so easy, leisure so comfortable and recreation so enjoyable. Nowhere else are people so prosperous. And our prosperity in these terms is increasing at a tremendous rate; becoming universal in hamlet as well as in metropolis, in cottage as well as in castle.

One of the important factors in this general true

prosperity so peculiar to America and so rare anywhere else in the world is the American's continually increasing demand for electrical benefits in his home. It is part of his philosophy of a higher and higher standard of living. One of his conceptions of prosperity is a home where electricity fills all the functions. And

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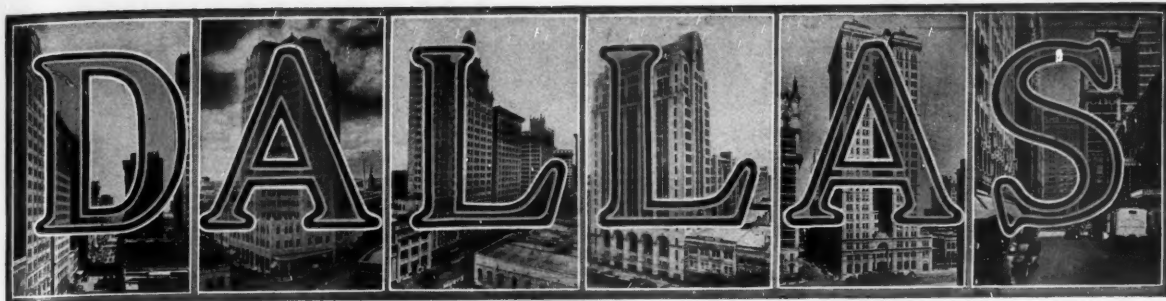
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JUNE, 1931

Number 6



The Fall Market

Wholesalers Getting Ready for August Visit of Thousands of Buyers

DALLAS is preparing for another great market season, and from reports coming in from the Southwest it is to be an unusually active one. Salesmen returning to Dallas from the states of Texas, Oklahoma, Arkansas and Louisiana, Dallas' six billion dollar trade territory, say that the merchants needs are many and that their purchases will be unusually heavy this season.

The market season will open August 3. The twenty-third semi-annual Southwestern Style Show will be held August 4, 11 and 18, under the direction of a committee consisting of C. L. Fox, chairman, Jake Roos, Justin McCarty, O. W.

Burkett, Herbert B. Carpenter, Gus W. Thomasson and Lester Lorch. The officers of the Style Show association are O. S. Boggess, president; C. S. Fox, vice president; and E. F. Anderson, secretary and treasurer. The officers of the Wholesale Merchants Association, under whose auspices the season is conducted are Frank H. Kidd, president; A. P. Johnston, G. A. Coffey and Ralph H. Kinsloe, vice presidents.

A feature of this year's market is the interest expected from the fact that Dallas has become a manufacturing market and that more and more the wholesalers are depending on their own factories for their merchandise. This is especially true in ready-to-wear and millinery, where changing styles and a fickle feminine demand makes necessary constantly chang-

ing stocks and prohibits buying enormous quantities at one time from some eastern market and holding in Dallas warehouses throughout the entire half year.

During the late spring and early summer months these factories have been working at full time to restock the shelves depleted by the winter trade. Practically all wholesalers report that their stocks are now in good shape and they will be ready by August 1 with complete new lines, with styles intelligently foretold for the coming winter.

"Dallas has become the established market place of the Southwest," Mr. Kidd said recently in an interview. "The advantages that made Dallas a great market in the past are still here and are continuing to build the market in even greater proportions. These are a natural centrally located position, easily accessible without waste of time and money, to the entire area of four states; low freight rates as compared with those from the markets of the north and east; over-night delivery to almost any point in the territory; a complete market, providing all the items necessary for the retailer to stock his entire store, from threshing machines to thread, fur coats to fancy notions.

"But along with these, and perhaps the greatest of them all, is the long established reputation of Dallas for service. This much abused word is used in Dallas in its truest sense and has convinced buyers that they need go no further for their merchandise."



On Your Way!

Chamber of Commerce Department Aids the Tourists and Vacationists

WHERE to go, how to go and what to do after you get there makes up the larger percentage of service dispensed by the road information department of the Dallas Chamber of Commerce, Miss Geneva Carr in charge.

The department serves both local people and visitors. For the local inquirer the department furnishes information about road conditions, various routes, mileage, scenery, and the advantages of distant resorts. There is a heavy flood of inquiries for information of this nature at this time of year when vacations are being planned. The department specializes in planning vacation trips by automobile for the undecided.

For the tourist the road condition information is the most frequently asked as the general route of his travel has

usually been determined on before he reaches Dallas. However, there are many instances where road information agencies route, says a trans-continental traveller, as far as Dallas and recommend that he inquire at the Dallas Chamber bureau for further routing.

This is the fifth year of the operation of the department. There is no charge for service, maps and route cards.

Condition of highways and construction reports are obtained from several sources, such as state highway departments, automobile clubs, Chambers of Commerce and special representatives. A close touch is kept with Chambers of Commerce in the Southwest for the exchange of information. Telegraph and telephone reports are used during rainy weather. Special weekly construction re-

ports are received from Texas, Oklahoma, Arkansas, Louisiana and Missouri; semi-monthly reports from other states and Canada.

An extensive library of travel literature has been installed for the use of tourists. These booklets cover all resort cities in the Southwest, the Ozarks, the Davis Mountains, the Gulf Coast, the Hill Country of Texas and commercial and industrial centers, and many other points of interest.

A new Tourist Camp Guide for the United States has been compiled, giving the names of camps, their location, type of accommodations and rates. This guide is revised from time to time in order to give the tourists correct and up-to-date information.

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The Road Information Bureau at the Dallas Chamber of Commerce. Miss Geneva Carr is directing a traveller.

The Community Chest

As Seen By Publicity Director Janice Longley

ONE of the most surprising angles in my experience as director of publicity for the Community Chest is the fact that although 35,000 Dallas people yearly contribute their money toward the maintenance of the participating agencies, comparatively few of them understand the problems, aims and work of the organization.

This is more or less natural, however. I used to think "organized charity" was simply a matter of taking away the things poor people wanted and giving them things they didn't want—like mittens. No red-blooded child really wants to wear mittens, I argued. But I have learned there is a lot more to this thing than mittens!

For instance, the United Charities not long ago received a hurry-up call stating that a family was living in the body of an abandoned automobile, that they were suffering from cold and exposure. A visitor from the agency was rushed by automobile to the scene only to be told by the "lady of the house" that there was a mistake somewhere. She and her husband were cozy and comfortable in the automobile body and really wouldn't be interested in moving into larger quarters.

A pair of mittens wouldn't solve that problem and yet there were Dallas people who thought we were neglecting our job because they didn't know that in this case we were dealing with a type of human being who is devoid of ambition or self-respect.

Which reminds me of the man whose family was living in a wagon. Neighbors prevailed on him to move into a house rent-free. A few days later, a visitor from one of our agencies took groceries to the family and found them camping under a tree.

"Why, lady," said the father of nine thriving infants, "when it rained yesterday, we had to move out to keep dry. The roof on that house leaks!"

Another indignant call revealed that a family was without beds, that they were sleeping on the floor and would probably catch bad colds. Beds were purchased and delivered to the family which expressed delight and pleasure over them. A day or so later, a visitor went by and found

that the family was still sleeping on the floor, gazing up into the springs on the new beds. They admitted the beds were lovely and awfully nice to have, but they weren't interested in sleeping on them.

Several civic-minded men and women got very much perturbed about a man who was living in a dog house—one of the roomier dog houses, probably. I don't think he was keeping house; just "batching", perhaps. We were asked to do something for this desperate case. A visitor had a little talk with the man and learned that he simply could not sleep on a bed in a regular house. Asked why, he replied: "Can't breathe that way. I have to have the air that pushes up through the ground."

Such angles in our job of meeting the city's welfare needs are not generally known by the public, but they help us to maintain our sense of humor in a rather grim business.

It is a peculiar fact that during a period of economic disturbance such as we are now, I trust, passing out of, people give more to charity and public welfare projects than when money is plentiful. This tendency on the part of the giving public is known to persons other than those who raise money for legitimate charities—and this is the professional hobo or beggar. Plain and fancy begging thrives in hard times; thrives because the public makes it profitable.

"Plain begging" consists in stopping people on the street and murmuring, "Got a dime, mister? I'm out of work, the wife's sick and the kids are hungry."

Men have told me they give away to beggars of this type as much as five and ten dollars a week—without even wondering if there is any truth in the hard luck story. And we of the Community Chest, with our 90,000 case records, know that nine out of ten such beggars are professionals who make more in this manner than many of us make working fifty-four hours a week.

"Fancy begging" is typified by the Dallas professional who carries a pair of shears as he goes from house to house telling his story and asking permission to clip your hedge. The quaint angle to his racket is that he is careful never to

inquire at a house where there is a hedge! So you, thinking he must be worthy because he apparently wants to earn what you give him, produce a dime or a quarter and he starts looking for another hedgeless residence. We know he operates here; we know he is earning a good living carrying a pair of shears he has never used, but there isn't anything we can do about it. Only the public at large can stop it—when they get beggar-conscious and stop falling for hard luck stories.

I recall one woman who came to the Social Service Exchange at the Chest office and told us an appalling tale of misery. Her children had pneumonia, her husband had a broken back, she had pellagra and none of them had eaten in so long she had forgotten the exact date. The secretary of the exchange had no record on her and sent her to the Salvation Army, which is financed by the Chest, so that she could get food at once. Not long thereafter, we received a telephone call from the proprietor of a lunch stand. A few moments before, he told us, two men and two women had come into his stand, spent two dollars for cigarettes and soft drinks. While there, one of the women was overheard saying, "This is sure one easy town. I've made six dollars since ten o'clock this morning and nobody's taken any of these lousy flowers, either." She displayed a limp bunch of artificial flowers she was "selling."

As they left the stand, the woman asked directions to the Community Chest office. In the car outside she removed her coat, hat and shoes and changed to a ragged sweater, old hat and sandals.

Since the woman who had been directed to the Salvation Army fitted his description, the Exchange secretary telephoned the Salvation Army to withhold assistance when she arrived. This was done and the astonished imposter advised to leave town. She is probably operating in Los Angeles by now. I wonder if she found it as "easy" as Dallas.

Our attention has been directed to the fact that numberless men and women are going from one grocery and market to another pleading hunger and asking for free groceries. In many cases, they get them and the grocer is left to wonder

what's the matter with the Community Chest because these beggars, when he asks them if they have appealed to the Community Chest, laugh bitterly and say, "Community Chest! They won't give me nothing and if they did I'd have to wait so long to get it my kids would starve."

One grocer called us when a woman told him this story and when we checked the case we found that she and members of her family had been receiving aid regularly from the United Charities for some time. That's one grocer who isn't falling for any more hard luck stories.

There is an investigation made, of course, when people appeal to us for aid. If there weren't, the money Dallas contributed for a year's support of the agencies would be gone in three months and we would be fostering a thriving breed of beggars. But this investigation is made rapidly and efficiently and I have yet to learn of anyone's starving while we made it. Investigation is facilitated through the Social Service Exchange which holds records on 90,000 families and covers two and in some cases three generations. A case worker has merely to telephone the Exchange, get the facts on the family and give the relief if it's a worthy case. If the family or individual appealing is unknown, relief is given even more rapidly because this shows it is not a case of chronic dependency.

I know of a man who, through a desire to help humanity, began operating a soup kitchen. He really felt he was doing a good, humanitarian work. Men flocked to the kitchen for their daily rations. He noticed, at length, that he was seeing the same faces every day. This puzzled him. Why didn't these able-bodied men finally find work, he wondered. There must surely be something they could do if they tried to find it. Discouraged with this aspect of his work, he determined to try an experiment. Walking into the room where the men waited for the noon-day meal, he said enthusiastically, "Well, boys, I've got great news for you. There is a car of coal I want to get unloaded and I can give jobs to twenty-five of you. How many of you are game?" He stood back and waited. One by one, the men slunk out leaving finally one aged man who said, "I'd like a job, boss."

My friend closed his soup kitchen the next day and has since been content to leave that job to the Community Chest. That is one reason investigations are made. Without them, if you are in the relief-giving business, you will attract hundreds of people who aren't looking for work, would run if they found any and are just holding their breath for fear they will. A social worker told me not long ago that in interviewing a man who want-

ed help from the agency she represented, she said, "How is it that a great, strong man like you can't find anything to do? Have you really tried?"

"Have I tried!" the man exclaimed. "Lady, I have been all over the world hunting work and I can't find a thing!"

It is because of such things as these that we ask people to leave the job to us or to work with us on a case rather than attempt to handle it themselves. We base our experience on thousands of cases; the individual often has had no experience. Assisting the poor is not always merely a matter of filling an empty stomach.

I know of one Dallas man who has given aid to a family until working for their living is out of the question for them. He has made their path so easy that there is no incentive to be independent. There are seven in the family, four of whom are able-bodied adults and no one of them works. Their benefactor, mind you, is at his office by eight every morning and often does not leave until after seven at night.

This reminds me of the Highland Park woman who, possessed suddenly with an urge to do something for humanity, went to the river bottoms, filled her car with young urchins, drove them to her home. There she dumped them one by one into the bath tub and treated them to the first cleaning their little bodies had ever known. Two days later, their indignant mother went to the woman and bitterly upbraided her for being the cause of all the children's having bad colds!

It is better in welfare work—and this is constantly our aim—to adjust the problem which has caused dependency rather than merely to house, clothe and feed. If this is the extent of the service, the case will become one of chronic dependency. Suggesting a workable plan for making a family self-supporting is doing a lasting good. A free meal is soon gone.

Not long ago a man told me he would not contribute to the Community Chest because we paid salaries to our workers in the agencies. I asked him how the money would be administered without paid, experienced workers and he replied, "Get people to do it for nothing. People give their money. Why wouldn't they give their time? You could rotate the thing. Let a man or woman give his time for one month, then bring in somebody else to work during the next month and so on through the year. Think of the money you'd save that way!"

I couldn't. I was thinking of the money which would be misspent that way.

The Community Chest is actually a business expending in Dallas over a half million dollars a year. How can a man consider expending such a sum in such

a haphazard manner? I believe he would put the money in one big wooden chest and let the needy swarm up, reach in their hands and pull out however much they wanted.

In his own business, however, he would be the first to shrink horrified from the idea of bringing in every month new managers, new clerks and new stenographers. It would be bedlam. In just the same degree would it be bedlam to attempt expending half a million dollars on welfare work without proper administration. And who would see to it that somebody came forward every month to handle the business for nothing? And who would organize the untrained, volunteer workers to handle the 30,259 Dallas people recently helped through the Community Chest unemployment emergency relief stations? Somehow, I don't see it getting done under the gentleman's policy.

People advance strange reasons for not contributing to the Community Chest. One woman told me she didn't believe in the four-day nurseries we maintain as daytime homes for the children of working mothers.

"Why don't you?" I asked her.

"Because," she said emphatically, "you are just encouraging those women to dump their children at the nurseries and then go off to gad around at movies or to play cards."

"Hold on a moment," I said. "Those women are not gadding. They are working and earning a living for their children."

"Well, they ought to stay at home and raise their children properly."

"They can't stay at home," I insisted. "They have to work."

"Oh, that's all nonsense. I stayed at home and raised mine, didn't I?"

I admitted that she had, and gave up. She has lived in the world a long time and she doesn't know there are women, dependent on their own resources, who would starve if they didn't work. She doesn't know that if the Community Chest didn't maintain a place to leave little children while mothers work, many of these youngsters would have to grow up on the streets.

A man told me he wouldn't contribute to the Chest because he had given away so much money to street beggars that he couldn't afford to. He felt that, although his money hadn't gone to the Chest, he had still done his part toward helping the city's poor. I didn't depreciate what he had done—of course, I don't consider it the best way to help—but I asked him

(Continued on page 19)

The Commercial Supremacy of Dallas

THE commercial supremacy of Dallas in the Southwest is officially revealed by preliminary reports on the 1930 census just announced by the Bureau of the Census. Dallas leads all cities in the Southwest by a wide margin in the total volume of business transacted, including wholesale, retail and manufacturing, doing nearly one-third more business than Houston, its nearest competitor. In wholesale distribution Dallas leads by even a greater margin, doing nearly twice as much business as Houston and approximately as much as Houston and Fort Worth combined.

The preliminary figures for total volume, including manufacturing, wholesale and retail, for the four leading Texas cities are as follows:

Dallas	\$1,001,179,450
Houston	696,207,637
Fort Worth	479,155,050
San Antonio	299,964,505

Dallas' greatest supremacy is in the field of wholesale distribution, and when final figures for all cities are released, Dallas probably will rank as one of the twelve leading wholesale and distributing centers of the country. The following figures show wholesale distribution for the four Texas cities, under the main classifications:

WHOLESALE DISTRIBUTION

	Dallas	Houston	Fort Worth	San Antonio
Automotive	\$ 35,406,126	\$ 5,814,196	\$ 2,569,140	\$ 12,441,543
Chemicals, drugs	16,753,652	8,710,633	3,729,147	4,899,845
Dry Goods, apparel	46,387,593	4,563,670	3,071,856	7,726,547
Farm Products	301,064,343	145,852,153	175,776,813	10,832,258
Food, Tobacco	112,182,077	66,550,219	40,527,740	51,417,064
Furniture, Furnishings	11,804,732	4,023,089	339,734	1,569,522
Hardware, Electrical, Plumbing	50,081,910	27,857,233	6,508,806	10,245,039
Building Materials, Lumber	7,104,194	17,123,060	1,641,951	5,582,359
Machinery	32,880,201	29,731,734	6,934,559	6,636,549
Metals, Minerals	24,661,570	24,625,995	4,900,003	7,160,241
All Other	39,088,818	31,131,361	10,811,143	5,490,068
TOTAL	\$677,415,266	\$365,983,343	\$256,808,892	\$124,028,035

DRY GOODS AND APPAREL

In the field of dry goods and apparel, Dallas is not only far ahead of every other city in the Southwest, but did more volume than all other cities combined, the totals for Houston, Fort Worth, San Antonio, El Paso, Tulsa and Oklahoma City being \$25,607,998 as compared with Dallas' total of \$46,387,593. These figures are for wholesale distribution only and do not include the large volume of business done by Dallas manufacturers of clothing, hats and caps, millinery, hosiery and other wearing apparel, which contributes largely to Dallas as a dry goods and clothing market.

COMPARISON WITH OTHER CITIES

As a wholesale distributing center, Dallas makes a remarkable showing in comparison with cities in other sections of the country. The following are typical:

Dallas	\$667,418,266
Baltimore	597,717,536
New Orleans	590,611,561
Atlanta	368,120,488
Louisville	251,020,820

FIRST AS A COTTON MARKET

Official Government figures settle, in favor of Dallas, a four-way controversy that has raged for a number of years as to which city is the leading spot cotton market. Dallas and Memphis have both claimed to be the leading inland cotton market, and Houston and New Orleans have claimed to be the leading cotton market of the country. First honors go to Dallas as the leading cotton market of the country, for both inland and port cities, as shown by the following figures:

Dallas	\$296,266,135
Memphis	281,632,236
Houston	143,694,546
New Orleans	124,098,461
Atlanta	47,296,253

Dallas firms desiring more details on the 1930 Census of Distribution may secure them from the Dallas District Office, Bureau of Foreign and Domestic Commerce, Sixth Floor, Chamber of Commerce Building.



IMPORTANT NEWS

Insurance Firm State Office For Dallas

The Business Men's Assurance Company of America, an old-line, legal reserve company issuing all forms of life policies and accident and health policies for business men, has opened a Texas office on the second floor of the Thomas Building, with A. W. Hogue as state manager.

The company has its home office in Kansas City, Mo. It has been doing business in Texas for the last fourteen years

and has about \$12,000,000 of life insurance in force in the State, Mr. Hogue said. The company in 1930 distributed accident and health benefits to its Texas policyholders totaling more than \$335,000, he said.

The Texas office will be in charge of Mr. Hogue, identified with the company for the last fifteen years; H. W. Hord as adjuster and J. H. Penter as office supervisor and cashier. Mr. Penter has been a member of the Kansas City accounting department for the last ten years. The company will employ a number of clerks and stenographers and ten city representatives.

Dallas Firms Supply \$30,000.00 Lighting Plant For Steer Stadium

Dallas was introduced to night baseball May 15. Engineers worked several nights focusing the batteries of floodlights on the diamond and on the parking area behind the grand stand.

The lighting equipment was installed at a cost of \$30,000 and is controlled from six 120-foot steel towers grouped about the park. A total of 168 lamps direct their light on the playing field, thirteen are turned on the parking space and three illuminate the bleachers. The arrangement gives an intensity of twenty five-foot candles on the infield and fifteen foot candles on the outfield.

Everything used in lighting the stadium was purchased locally, including towers, lamps, wiring and labor. According to the information of the Crouse-Hinds Company, which supplied the floodlamps, this is the most expensive and complete lighting equipment yet installed for a baseball club.

The remainder of the baseball season will find the Steers playing under electric lights, when at home, except for Sunday games which will be played on an afternoon schedule so as not to interfere with religious services in the churches.

Air Travel Service

An important adjunct of air travel service, effective immediately, represented by Western Union offices in all places of any importance receiving fares and making reservations for seats on the passenger lines without charge to the traveler, has been announced by Newcomb Carlton, president of the Western Union Telegraph Company. The cooperating air-transport companies have, in effect, by this arrangement created a single, national means of making their service readily available to the public in Western Union's numerous centrally located offices in every town and city. Inconveniences in booking passage have proven a serious obstacle to the development of air travel. Not only has it been inconvenient for prospective passengers in cities directly served by the air lines to reserve seats, but it has been doubly so for residents in outlying and more distant places. To obtain information as to time-tables and rates and to pay fares and finally to make reservations from such points has been quite im-

WATCHING DALLAS GROW

Month by month, in this column, will be recorded the growth of Dallas as shown by the available statistical information.

		BANK CLEARINGS		BANK DEBITS	
		1930	1931	1930	1931
January		\$207,852,872.08	\$165,527,172.37	\$249,792,000	\$195,534,000
February		177,426,932.40	147,866,128.21	210,891,000	168,140,000
March		190,336,355.97	156,580,354.47	280,475,000	166,796,000
April		173,552,526.66	156,428,337.23	237,646,000	162,304,000
May		169,373,159.89	150,859,964.72	204,548,000	158,469,000
June		161,405,438.23		192,763,000	
July		160,236,652.31		188,529,000	
August		155,351,696.51		190,588,000	
September		191,975,911.32		221,860,000	
October		197,420,183.33		245,193,000	
November		163,408,483.33		190,377,000	
December		174,024,914.81		228,246,000	
TOTAL		\$2,122,365,126.84		\$2,641,178,000	

		BUILDING PERMITS		POSTAL RECEIPTS	
		1930	1931	1930	1931
January		\$35,830	\$51,238	\$329,647.47	\$312,893.64
February		589,012	764,300	327,262.42	279,343.16
March		795,645	546,255	327,534.36	311,220.20
April		1,034,935	540,273	334,307.28	311,408.94
May		569,997	1,327,520	322,891.54	282,304.87
June		664,975		299,792.10	
July		1,314,702		285,853.18	
August		941,165		291,150.22	
September		1,920,910		335,235.91	
October		609,942		365,707.14	
November		883,827		289,019.51	
December		1,275,638		289,506.98	
TOTAL		* 19,285,559		\$3,897,908.11	

		GAS METERS		TELEPHONES	
		1930	1931	1930	1931
January		66,909	67,621	69,340	70,168
February		67,048	67,701	69,390	70,221
March		67,099	67,964	69,440	70,491
April		67,041	68,130	69,492	70,641
May		67,090	68,181	69,536	70,711
June		67,111		69,552	
July		67,142		69,601	
August		67,174		69,632	
September		67,201		69,658	
October		67,228		69,680	
November		67,251		69,701	
December		67,308		69,732	

*Includes Public Utility Construction.

of a GROWING CITY »

possible. Air-transport officials predict that an increase in air travel will result from the establishment of this universal medium for obtaining this information, and arranging reservations without extra cost. The relationship between Western Union and the growing air-transport industry has been a close one. When there was urgent need for a fast air-transport communication and dispatching system, the telegraph company linked some 150 offices of air lines at principal airports over the country with its wire network, thus insuring reliable and fast interchange of reports, orders and data. The telegraph pioneered with the railroads, providing for train dispatching and other railroad business, as well as the commercial telegraph traffic of smaller places, and this relationship is still a close one. Since 1926 the company has followed travel out on the highways, also establishing communications from service stations to the nearest telegraph offices. And today, in recognition of the growing importance of air travel, the telegraph company has joined with the air lines in providing a convenient method for taking care of the public's air transportation needs. The companies now under contract with Western Union for this service are: Alaska-Washington Airways, Bowen Air Lines, Colonial Division of the American Airways, Dixie Flying Service, Main Flying Service, Martz Airlines, New York, Philadelphia and Washington Airway Corporation, Pittsburgh Airways, Rapid Air Transport, Wedell-Williams Air Service, Western Air Service, Kohler Aviation Corporation, United Air Lines, Robertson Air Lines, Pennsylvania Air Lines, Continental Airways, Chicago-Detroit Airways. In addition to this service, Western Union, the Colonial Division of the American Airways, the New York, Philadelphia and Washington Airways and the Pittsburgh Airways now link sixteen Eastern cities by air express, with rapid pick-up and delivery in each city by motorized Western Union Messenger service. The sixteen cities receiving this service are New York, Newark, Trenton, Camden, Philadelphia, Baltimore, Washington, Hartford, Boston, Coatesville, Greensburg, Harrisburg, Johnstown, Lancaster, York and Pittsburgh.

Under this new plan reservations for seats on passenger planes may now be made at any one of the forty Western Union offices in Dallas. For several years Western Union has maintained a com-

plete and fully equipped telegraph office at the Love Field Air Port to handle the telegrams filed by the air passengers.

...

Deisel Motor Plant

Providing an assembly plant for Guiberson Diesel airplane motors in the Love Field area is planned by the Guiberson Corporation if the Department of Commerce puts a manufacturing approval on the engine following a test that will be made soon. Equipping the plant will begin right away if the approval is given. The engine uses crude oil as fuel.

Col. Art Goebel probably will make an altitude test with the motor Thursday in his Waco airplane. He will fly to Washington about June 20 so that the Department of Commerce can test the engine, which must run fifty hours "wide open" before the Government will approve it. The engine probably will be tested sufficiently before it is taken to Washington so that, barring the unforeseen, the Guiberson concern will know that it will pass the Government test, said W. R. Guiberson, vice president of the corporation.

J. C. Spangenberg is in charge of developing the engine. The Guiberson concern has been working for many months to build a highly successful Diesel airplane motor and constructed three engines to get what it wanted.

This corporation has been manufacturing oil well specialties here for about

twelve years and has a modern plant in South Dallas representing a huge investment. By operating its airplane motor assembly plant at Love Field, however, the concern might be enabled to better keep its finger on the pulse of the aviation industry in the Southwest and test and demonstrate its engines. The concern likely would market its motors in many parts of the Nation and perhaps abroad.

A chief advantage of the Diesel type motor in aviation is economy in fuel and in eliminating or minimizing the fire hazard.

...

New Postal Manager

Joseph E. Munn, who began his career with Postal Telegraph twenty-four years ago as a messenger in Jacksonville, Fla., has been appointed general manager of the Southwestern division, succeeding J. Hargrave, with headquarters in Dallas. Mr. Munn conferred in New York with Col. A. H. Griswold, executive vice president and Vice President C. B. Allsop and R. A. Gantt before coming to Dallas to assume his new duties.

The new general manager of the younger division in the system is only 41 years old. He was born in Warren, Pa., Nov. 15, 1890. His father was a mechanical engineer and chemist. When he was 5 years old Mr. Munn moved with his family to Miami. He was educated in Lake City and Jacksonville, Fla.

New Firms

New firms for May with totals for five months of 1931 compared with five months of 1930.

	May	Previously Reported	Totals—1st 5 Mos. 1931	Totals—1st 5 Mos. 1930
Manufacturing	6	32	38	45
Wholesale	24	81	105	99
Retail	27	81	108	77
Miscellaneous	26	104	130	121
Oil	16	72	88	*—
	99	370	469	342

*Included in Miscellaneous in 1930.

Branches of Sectional

or National Concerns - 24 95 119 116

Still Growing

List of New Firms Steadily Lengthening

NINETY-NINE new businesses were established in Dallas in May, according to the records of the Industrial Department, as compared with a total of fifty for the same month in 1930. For the first five months of 1931, 469 new businesses have been established in Dallas, as compared with 342 for the same period last year. During May twenty-four branches were secured as compared with seventeen in May, 1930; for the first five months of 1931, the total number of new branches is 119, as compared with 116 for the same period last year.

FOREIGN CORPORATIONS

Following is the list of branches of sectional or national concerns secured in May:

Accurate Parts Manufacturing Company, Cleveland O.; warehouse and sales branch, 1905 Canton St.; Harry C. McDermott, District Manager.

American Provident Life Insurance Company, Houston; office at 1207 Athletic Building.

Associated Inventions, Washington, D. C.; office at 701 North St. Paul St.; H. B. Bickers, resident manager.

Buhl Aircraft Corporation, Detroit, Mich.; announced selection of Dallas as headquarters for Southwestern sales and assembly facilities, to be established at Love Field.

Business Men's Assurance Company, Kansas City, Mo.; district office Thomas Building; A. W. Hogue, District Manager.

Cincinnati Ball Crank Company, Cincinnati, O.; established sales and distribution facilities at 2403 South Ervay St.; J. S. Connell Company, agents.

E. A. Laboratories, Inc., Brooklyn, N. Y.; automobile horns and accessories; Ray E. Simpson, 622 Santa Fe Bldg., sales representative.

Estate Stove Company, Hamilton, O.; established warehouse at 301 North Market St.; E. C. Stoll, district manager.

Federal Truck Company, Detroit Mich.; sales and service facilities, 2511-15 Swiss Ave.; F. P. Holliday, manager.

Friendly Five Shoe Company, affiliated with Jarman Shoe Company, Nash-

ville, Tenn.; retail store at 1516 Main St.; R. L. Raney, Dallas Manager.

Dallas Lamp Warehouse of General Electric Company, Nela Park, Cleveland, O.; Southwestern warehouse and sales office, 1917 North Houston St.; W. J. Worsley, Division Manager.

Gospel Advocate Company, Nashville, Tenn.; office 1213 Commerce St.; Roy E. Cogdill, manager.

Gould Pumps, Inc., Seneca Falls, N. Y.; district office, 1309 Magnolia Bldg.; Fred H. Hayes, district manager.

Liquid Cement Company, San Diego, Calif.; sales branch, 109 S. Harwood St.; Joe V. Noble, Dallas representative.

Macil Engineering Company, Fort Worth, Texas; sales branch, 1405 Young St.; L. S. Page, manager.

Marvel Table Pad Company, Los Angeles Calif.; subsidiary of S. C. S. Box Company, Palmer, Mass; sales office, 701 Wilson Bldg.

Metropolitan Refining Company, Long Island City, N. Y.; water treatment, etc.; office, 201 Allen Building, S. Cain Manager.

Ross Federal Service, Inc.; Chicago, Ill.; accountants; office, 502 Allen Building.

Standard Surety & Casualty Company of New York, district office 915 Kirby Bldg.; Stanley Maynard, Manager.

Tetrazol Cleaners Equipment Co., Kansas City, Mo.; sales office 301-D Thomas Bldg.; C. S. Wright, Manager.

Ulen Securities Company of Texas, affiliated with Ulen & Company, New York; Texas headquarters office, Republic Bank Bldg.; Donald O'Neil, President.

United Mutual Life Insurance Company, Indianapolis, Ind.; office 2013 Republic Bank Bldg.

Williams Fur Farms, Inc., Deer River, Minn.; district office, 1311 Southwestern Life Bldg.; J. L. Huntzinger, manager.

In addition, the following out-of-state corporations have qualified to do business in Texas, designating Dallas as Texas headquarters:

H. M. C. Sales Corporation, New Castle, Ind.; granted permit, with Francis F. Bokern, Texas agent.

Subway Engineering Company, Chicago, Ill.; granted permit, with E. A. Kingsley, Dallas, State Agent.

Sterne Jay Corporation, New York, N. Y.; granted permit, with Fancis F. Bokern, Dallas, State Agent.

Advance Trailer Service Corporation, New York, N. Y.; granted permit with Wallace Walthall, Dallas, State Agent.

The Blue Moon Cheese Products Company, Minneapolis, Minn.; announced the appointment of the Select Food Products Company of Dallas as State distributors.

NEW MANUFACTURING PLANTS

Among the new manufacturing plants were the following:

First National Drink Company, 2225 Bryan St.; beverages.

Roach Paint Company, 1903 Bryan St.; F. M. Roach, President.

McGaugh Hosiery Company, 4408 Second Avenue; hosiery mill.

Wood Treating Corporation, 917 Praetorian Bldg.; to build plant on Gaston Avenue for treating of lumber to eradicate termites. B. C. Warner, President.

NEW OIL COMPANIES

Following is a list of oil companies establishing offices in Dallas during the month, or granted charters with Dallas designated as headquarters:

Baltimore Oil & Royalty Company, incorporated by M. C. McDonald, Fred Peoples and Harry Kriss.

Bridges & Candler, 234 Allen Building.

Columbia Oil & Gas Company, incorporated by J. M. Rush, J. L. Rush and W. L. Todd; authorized capital stock \$200,000; offices in Dallas Bank & Trust Building.

Crudoil Company, Inc., chartered by T. C. Eades, Sam P. Kohen and Dr. G. R. Cooper.

Dallas East Texas Petroleum Corporation, incorporated by George Avon Jackson, F. E. Galbreath and Robert E. White.

(Continued on page 19)

Adjusting Livestock Production

By C. B. DENMAN
Member Federal Farm Board

IN coming to discuss with you the possibilities of adjusting our livestock production to demand, I appreciate the appropriateness of this time and place because if it is to be done at all it will require cooperative effort and organization. These forward movements find growth and strength in this great agricultural forum. Personally, I count it a privilege to come and an honor to have a place on this program.

Any consideration of the possibilities of adjusting livestock production must first recognize the changes in the character and magnitude of the consumer demand for food and the importance of meat in the diet. While the growth of our population has increased the number of food consumers, many changes in our habits of living have tended to reduce per capita meat consumption. This situation is attributable to numerous conditions with which you are all familiar. In 1830 over 70 per cent of the people gainfully employed in the United States were in agriculture, while in 1929, 100 years later, less than 23 per cent were in agriculture. Obviously this shift from outdoor to indoor life has been accompanied by changed appetites.

Mechanization has greatly reduced the amount of manual labor used so that, even among the industrial class, less heat and muscle-producing food is required. In contrast to this decrease in the proportion of our population engaged in heavy manual labor, there has been a decided increase in the proportion of the population following professional pursuits but with appetites keen for breakfast bacon and ham, steak and roasts, or chops and leg of lamb.

In addition to these shifts in occupation which have directly changed the appetites of our people, our methods of living and habits of eating have tended to reduce consumption of staple food products of a decade or generation ago. We are eating a greater proportion of our meals at lunch counters and in restaurants and hotels. Obviously, in the hotel or restaurant, where one is served a variety of food, less of each item is consumed than was the custom when

bread, meat, beans, potatoes and pastry made the meal. Dictates of fashion, such as the desire for slimness of figure, also influence the eating habits of no small proportion of our population.

Although the average consumer now actually needs a balanced diet, he is attracted by a greater variety of foods than ever before, largely due to modern advertising. Improvements in transportation and refrigeration facilities have in effect moved the producing areas near the consuming centers. The truck gardener of Florida and California can put his products on the New York market in as attractive condition as the local gardener. As a result the great diversity of production areas supplying the consuming centers of the country makes it possible to have a great variety of fruits and vegetables on the table of the average home at all seasons of the year. The per capita consumption of fresh fruits and vegetables has increased quite rapidly during the last ten years, while the per capita consumption of meat, wheat bread and other basic foods has declined.

Meat consumption has reflected this trend in consumer preferences accompanying the changes in living and eating habits. As a result of the apartment house method of living, small cuts of meat which may be prepared quickly are in greatest demand. Sliced ham, sliced bacon, baked ham, prepared sausages and numerous packaged meats and other meat specialties which require little preparation before serving are preferred. Directly in line with the increase in the proportion of our population engaged in professional lines the demand for veal, poultry and other meats that do not produce excessive body heat and energy has increased. The demand for fresh and cured lean pork products has increased while the demand for the heavier pork cuts, salt bellies and fat backs and lard has declined materially. Along with this decline in the demand for the heavier pork cuts, the increased use of substitute oils has made it more difficult to move lard into consumptive channels.

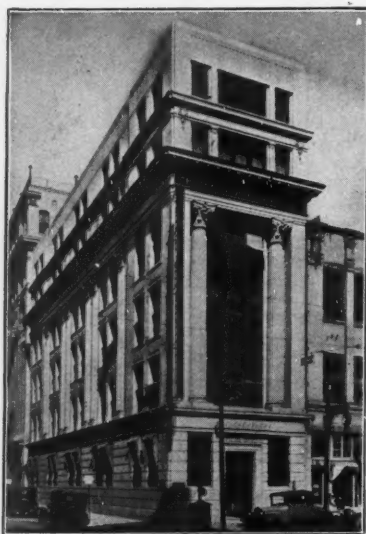
Livestock producers have realized these changes in consumer demands and have

tended to adjust the type, quality and weight of the cattle marketed to these demands. They have shifted their emphasis in beef production from the three and four-year-old to the yearling and baby beef. The average weight of cattle slaughtered in 1921 and 1922 was 990 pounds while in 1929 and 1930 it was 955 pounds a head. Along with this tendency to market cattle when younger and at lighter weights, they have endeavored to breed for type and quality so that the dressed carcass will yield a higher percentage of the quality cuts preferred by the consumer. In the case of sheep there is the shift from a heavy mutton to a lamb production basis.

Producers, however, have not been as prompt in adjusting hog production to consumer demand. Although the trend of the average weight of hogs slaughtered was sharply down prior to 1910, reaching a level below 220 pounds between 1910 and 1915, it has been upward since 1915, reaching 231 pounds in 1929 and 1930. This upward trend since the pre-war period has been due to several factors which apparently have made it economically advisable for producers in certain sections to market their hogs at heavy weights. The westward expansion of corn production and consequently the location of corn supplies in the western corn belt have made it profitable to finish hogs in that region at relatively heavy weights rather than to ship the surplus corn to central markets. Also the decline in horse population has made more feed available for hogs. The tendency to use more supplementary feeds for hogs and the increased efficiency in the utilization of feeds have likewise made possible relatively heavy hog production in comparison to corn supplies. In addition, the present type of hog has a tendency to finish at somewhat heavier weights than the type produced several years ago.

This increase in the average weight of hogs slaughtered has increased the yield of lard and also the fat cuts of pork. With lard meeting increased competition from imported oils and fats and with the demand being for light-weight, leaner cuts

(Continued on page 20)



Dallas

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E. C. WALLIS, EDITOR

EARL Y. BATEMAN, BUSINESS MANAGER

Vol. 10 JUNE, 1931 No. 6

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SUBSCRIPTION \$1.50 A YEAR; 15c A COPY
ADVERTISING RATES ON APPLICATION

Southwest Foreign Trade Conference

A delegation of some 25 Dallas business men will attend the Southwestern Foreign Trade Conference at Oklahoma City June 24 and 25. They will invite the conference to hold its next session in Dallas.

The following will be speakers at the conference:

Sidney J. Anderson, Vice President of General Mills, Inc., Minneapolis.

Prof. Irving Fisher, International Economist, Yale University, New Haven, Conn.

Nathan Adams, President, First National Bank, Dallas, Texas, and Director U. S. Chamber of Commerce representing Finance.

Lou E. Holland, Managing Director, Kansas City Chamber of Commerce and former President, Associated Advertising Clubs of the World.

Albert H. Denton, Commissioner U. S. Shipping Board, Washington, D. C.

J. R. Hyland, U. S. Cable Manager, Western Union Telegraph Co., New York City.

Clark W. Thompson, President, Galveston Chamber of Commerce.

Walter Parker, Economist, New Orleans, La.

Dr. Frank M. Surface, Assistant Director, Bureau of Foreign and Domestic Commerce, Washington, D. C.

Roy Miller, Executive Vice President, Intracoastal Canal Association of Louisiana and Texas, Corpus Christi, Texas.

Frank Theis, President Board of Trade, Kansas City, Mo.

Joseph F. Leopold, Manager, Southwestern Division U. S. Chamber of Commerce, Dallas, Texas.

A trade promotion dinner for all convention delegates will be given on Wednesday evening, June 24. Tables will be arranged with one or two Trade Advisers at each. Delegates will be seated at table with a Trade Adviser who knows the subject on which information is desired by each individual delegate. Trade Advisers will be classified by countries, by commodities, and by technical subjects. A large part of the meeting will be given over to conversational discussion around each table.

In addition to the trade promotion dinner, Wednesday evening and the annual banquet, Thursday evening, delegates and members of their families will be given a

sight-seeing trip around Oklahoma City and through the Oklahoma City oil field conceded to be the largest high gravity oil field in the world. Golfing privileges will be arranged for the delegates at any of Oklahoma City's fine courses, including the new Oklahoma City Golf and Country Club at Nichols Hills, considered one of the finest country clubs in the Southwest. Special entertainment features are being arranged for the ladies in attendance at the convention.

The entire expense of preliminary publicity arrangement, entertainment, trade promotion dinner and the banquet must be covered by the registration fee. This fee is \$10 and is required from each delegate. None but registered delegates will be allowed to participate in the convention sessions. Payments should be made in advance of the convention by sending check for \$10 to the Convention Secretary, Glenn W. Faris, Oklahoma City Chamber of Commerce. Those who cannot, for any reason, do this may register upon arrival at the convention headquarters, Huckins Hotel. The registration fee includes admission to the trade promotion dinner, banquet and all other entertainment features. Wives and other non-delegates are not required to pay the registration fee but if they attend the banquet on the evening of June 25th a charge of \$1.50 will be made. Delegates from outside of Oklahoma City should register as far in advance as possible to enable the secretary to send them Identification Certificates entitling them to round-trip tickets to the convention at one and one-half the one-way fare.

Hotel accommodations may be secured in advance by writing or wiring to your favorite hotel or to the Convention Secretary. The Huckins Hotel is headquarters.

A reduction to one and one-half fare, on the Identification Certificate Plan, will apply to delegates and members of their families who attend the Convention. The rates apply on all roads from any point in Arkansas, Kansas, Louisiana, Missouri, Oklahoma and Texas, also cities of Washington, D. C., Vicksburg and Natchez, Mississippi. Certificates for each member of delegate's family may be obtained upon application to the Convention Secretary.

Reservations should be made with F. C. Dezendorf, chairman of the Dallas delegation, Cotton Exchange Building, Dallas.

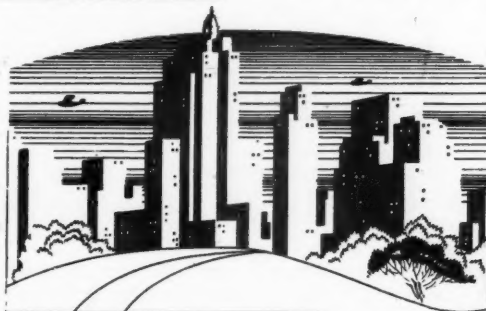
To A New Industry Coming to Town



WHEN it comes to fuel, gentlemen, you can leave all the detail to us, and spend your energy on your own technicalities. (Dallas has run with its natural gas for a fifth of a century.)

Forget all about F. O. B. restrictions, market fluctuations, and storage troubles. Dallas gets its fuel delivered at the burner, instantaneously.

Forget about handling and processing. Dallas gas needs none of it. Not another heat can match it for speed and simplicity.



Laugh at the very notion of soot or grease damage. Unless you have neighbors with old-fashioned fuel (and they are very rare in this town) you do not need to see one fleck of soot.

Engineering Aid Free of Charge

Call our Engineers who will gladly inspect your heat installation, old or new. Day after day our industrial customers are getting MORE heat with LESS gas, because of the skillful adjusting and rearranged heat layouts that we give.

... Dallas gas comes into town through SIX field lines

THE DALLAS GAS COMPANY

DALLAS TO CORPUS CHRISTI

Via Hillsboro, Waco, Temple, Austin and San Antonio » » 439 Miles

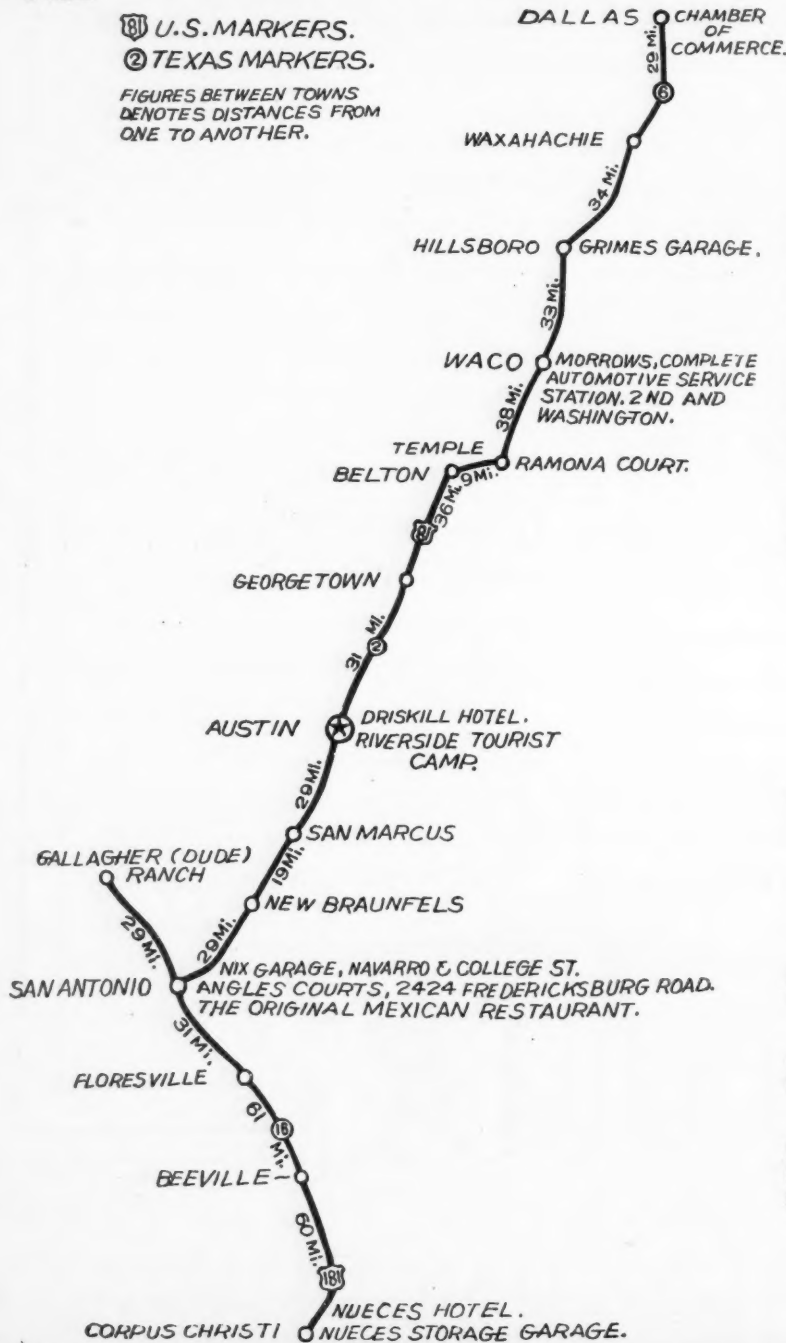
Appreciating the fact that no State has more to offer the vacationist than Texas, we present in this issue of "DALLAS" the second of a series to appear monthly, which we trust will serve to induce many natives of our State as well as motorists from other States, to "TOUR TEXAS THIS SEASON".

May we especially call your attention to the list of high-class business firms appearing on our log—each of which is anxious to assist you in any way possible, that your visit to their city may prove to be a pleasant one. Pay them a visit.

① U.S. MARKERS.

② TEXAS MARKERS.

FIGURES BETWEEN TOWNS
DENOTES DISTANCES FROM
ONE TO ANOTHER.



Mayor McFadden Welcomes You

Situated in the very lap of the great State of Texas, and nurtured from her ample bosom, Austin lustily claims her proud position and wears with becoming dignity her signet of honor "CAPITAL"—the gift of her great mother Texas.

Austin desires to join with her sister cities in inviting the touring public to visit the many places of interest in Texas. Certainly no state may vie with Texas in climate and scenic beauty.

We trust your visit to Austin and Texas will be so pleasant that you will hold us in kindly remembrance and spread the story of the Lone Star State to your friends.

Sincerely,

P. W. McFADDEN,
Mayor of Austin.

» » » ♦ « « «

Waco Mayor Extends Greetings

In behalf of the people of Waco, it is indeed a pleasure to extend a hearty welcome to the tourists and traveling public to visit our city.

I trust you will take advantage of the numerous points of interest and scenic beauties in the State of Texas.

Waco stands ready to welcome the traveling public and we trust that your visit will be so pleasant that you will come again and bring your friends.

Sincerely,

T. F. BUSH,
Mayor of Waco.

AUSTIN, "THE CAPITOL CITY"

Beauty Spots, where the nature-lover can commune with nature, are not difficult to find near Austin.

LOOKING SOUTH ON CONGRESS—Downtown Austin as it is seen from the State Capitol. In the Capitol grounds are monuments commemorating vivid events in Texas history.

GOVERNOR'S MANSION—In this stately old mansion are found the true lines of the Southern colonial home. Its dignified white columns and broad verandas portray in living fashion antebellum days when the great Republic of Texas was in the making.

WHERE MOTORING IS A PLEASURE—Wonderful roads and highways invite the motorist to drive for real enjoyment. Interesting drives are Bee Cave Loop, Hammett's Crossing, Hamilton Pool, Swiss Alps, Bull Creek, West Cave, Travis Peak and others.

HAMILTON POOL—About one hour's drive from Austin is Hamilton Pool, one of the loveliest creations of nature to be found anywhere, and perfect for swimming, hiking and picnicking.

MT. BONNELL—Like a sentinel on guard over the mighty Colorado stands Mt. Bonnell, surrounded by Indian traditions and the romance of Marie Antoinette, and offering a thrill to the hiker and motorist for scenic beauty that is seldom surpassed.

CRUISING UP LAKE AUSTIN—Winding and twisting for 24 miles, past the "Palisades of the Colorado," past mountain freshets and lovely scenery, Lake Austin offers wonderful opportunities for boating, camping and fishing.

BULL CREEK VALLEY—Viewed from the lofty Scenic Drive, Bull Creek Valley is one of the prettiest spots near Austin.

BARTON SPRINGS—Austin is justly proud of this beautiful municipal resort, with artistic landscaping, pavilion, and a swimming pool fed by springs that flow over 12,000,000 gallons of pure, crystal clear water daily.

For further information on Austin, communicate with the firms listed, or the Austin Chamber of Commerce.

Austin National Bank

Austin Laundry & Dry Cleaning Co.

A. Stasswender Monument Company

Austin Street Railway Company

Riverside Floral Company

Camp Texas Tourist Park & Service Station

Barton Springs Dairy

McPhail's Wayside Gardens

Patton Transfer Company

J. C. Penney & Company, Incorporated

Hicks Rubber Company, Inc., 4th and Austin Streets

Heierman-Tips, (Tips Engine Wks.-Heierman Industries)

Montgomery Ward & Company

Mason's Fender Shop & Wrecker Service

John Bremond Company, Incorporated

Acme Glass Company

Quality Mills, High Grade Flour & Mill Products

Rankin Court, On Federal Highway 81.

TEXAS PUBLIC SERVICE CO.
GAS ICE
WATER ELECTRIC

WACO, "The Center of Texas Population"

IT'S VACATION THE YEAR ROUND IN WACO

Six hundred of Waco's 9,000 acres are in parks. The largest is Cameron Park, which stretches from the heart of the city five miles up the Brazos river. Drives, bridle paths, playgrounds, tennis courts and a roomy municipal clubhouse are found in it.

A city recreation department supervises children's play in 11 Waco parks. Golf courses are constantly in use, while swimming, fishing and hunting are lake and river sports. Professional and amateur athletic contests are provided for in a down-town baseball park, and two commodious stadiums.

This Waco space presented by the firms listed hereon in cooperation with the DALLAS MAGAZINE to encourage the TOUR IN TEXAS THIS YEAR move.

Grande Courts & Grande Hotel

Wm. Cameron & Company, Inc.

Yarborough's Garage, 24-Hour Service

Clifton Mfg. Company

Mr. and Mrs. Edward Rotan

The Borden Company of Texas

Southwestern Drug Corporation

The Behrens Drug Company

Hardin Apartments

Waco Marble & Granite Works

Morrow Service Station, 2nd and Washington Streets

Waco Mill & Elevator Company

William Smith, General Contractor

Hilltop Baking Company

Stanford Tire Service (Federal Tires)

Texas Sand & Gravel Company, Incorporated

New Free Bridge

On U. S. Highway 75, North of Denison to be Opened Soon



“Opening Celebration Planned”

North Texas and southern Oklahoma will join in a celebration in opening the free bridge over Red River, just completed at a cost of a quarter million dollars.

Executives of both states, local and national political figures will attend and take active part in the ceremonies.

Opening of this bridge is expected to bring a record volume of traffic over this highway this summer, as motorists from the North and East are being invited to use it.

The Dallas, McKinney, Sherman, Denison Texas, Durant and Oklahoma City, Oklahoma, Chambers of Commerce, together with the business firms listed extend to all a cordial invitation to attend this opening.

Opening and celebration date to be announced by the two State Departments at an early date.

MCKINNEY

Joplin's Garage, S. Tennessee Street
Hamilton-Patterson Motor Company
Will J. Rhea & C. N. Waters, Agents,
The Texas Co.
Mockford Motor Line

SHERMAN

Dixie Motor Coach Corporation
Southern Ice & Utilities Company
Washington Iron Works
Foxworth-Galbraith Lumber Company
Grayson Products Company
Johnson-Burks Supply Company, Inc.
Love Marble Works
Fred Berge Service Station,
Pecan and Crockett Streets

John S. Kerr Nursery Company
Interstate Cotton Oil Refining Company
Mercer's Filling Station,
on U. S. Highway 75
Merchants & Planters National Bank
Southland Ice Company
Texas Nursery Company,
C. C. Mayhew, president
Grayson Hotel, Free Parking Space

DENISON

Foster & Company
The Munson Nurseries
Dr. Pepper Bottling Company
Texas Service Station No. 3
Jack's Service Station,
Simms Oil and Gasoline

Simpson Hotel
Carl Heath's Garage,
Hull and Crockett Streets

DURANT, OKLAHOMA

The First National Bank
Bainett's Quick Service Station
Hotel Abbott
Salmon & Pendleton Insurance
Durant Peanut Company
Carpenter Machine & Supply Company
The Durant National Bank
Durant Nursery Company
Durant Milling Company
Firestone, One-Stop Service Station
The Bryan County Abstract Company
White House Cafe

On Your Way

(Continued from page 6)

Where the department helps local vacationists in planning their activities it furnishes maps, route cards, figures overnight stops, gives names of hotels and tourist camps, lists points of interest along the highway, and gives other data helpful in motor travel.

The service of the department, like that of other departments of the Chamber of Commerce, is for both members and non-members, and may be called for by anyone.

■ ■ ■

Community Chest

(Continued from page 8)

how the founding home would be supported if everyone did his charity by doling it out to able-bodied men on the streets. How would the memorial hospital for babies operate? How would the home for the children of parents unable to provide for them be possible if only the adult beggars got help? The babies in the hospital, the babies left on doorsteps, the four and five year old youngsters don't get around on the streets and beg. The Community Chest does it for them and if people forget these little folks, it's going to be pretty hard on them.

I haven't attempted in this story to tell much of the really constructive work the Chest does. I have assumed that Dallas must know about it or there wouldn't be 35,000 loyal contributors, each of whom this year gave an average of over fourteen dollars a piece. I have tried merely to point out some of the ramifications in our work and to plead for a greater understanding and confidence on the part of the public.

■ ■ ■

Air Line Reduces Fares

Special summer airplane fare reductions approximating 15 per cent between various cities served were announced by National Air Transport, division of United Air Lines, on its Chicago-Kansas City-Dallas route. In some cases the new fares approximate train travel costs.

Cities benefited by the reduction are Chicago, Moline, Kansas City, Coffeyville, Tulsa, Oklahoma City, Fort Worth and Dallas. The new rates apply on the eleven-passenger tri-motored transports flown on the daylight schedule between the Great Lakes and Texas. The reduced rates affect the all-plane or plane-rail services from the Southwest to New York

U. S. Highway 75

Unusual progress in the completion of U. S. Highway 75 across Texas from Red River to Galveston is announced by W. B. Marsh, Chairman of the Highway Committee of the Dallas Chamber of Commerce. Concrete paving is now under way in Leon, Freestone and Grayson counties. The contract for paving the 18-mile section between Ennis and Corsicana is promised by the State Highway Commission at its June meeting. When this section is paved and other paving contracts under way are completed, there will remain to be paved on the entire highway between Red River and Galveston only the 15-mile section between Ennis and the Dallas County line. On this latter section the contracts for grading and bridges are well along to completion with the prospect that paving will be finished early in 1932.

U. S. Highway 75 extends from Winnipeg to Galveston, 1700 miles, of which 382 miles are in Texas. It is the most important North and South highway across Western-Central United States and the one whose paving throughout is nearest completed. It passes through the important cities of Moorhead, Council Bluffs, Omaha, Topeka, Tulsa, Dallas and Houston.

A meeting of U. S. Highway Association has been called at Winnipeg for July 30 and 31, for the purpose of promoting the immediate completion of the route, and to lay plans for its advertisement to the world as the main trafficway for motor travel across the continent west of the Mississippi River. Delegations from all important cities on the route will attend this meeting.

The Red River free bridge north of Denison will be ready for traffic when the last section of concrete pavement in Grayson county 4 miles long, now under construction, is finished. The State Highway Commission has announced the official opening of this bridge on July 1st. Arrangements are now being made by the Chambers of Commerce of Denison, Sherman and Durant for a monster celebration at the bridge site on the date of opening to commemorate this great event which will be of outstanding significance not only to Texas and Oklahoma, but also to the entire Western United States. Speakers of both State and National reputation will participate in the ceremonies attending the opening of this bridge which will be under the auspices of the Highway Commissions of both Texas and Oklahoma.

■ ■ ■

He—I'm groping for words.

She—well, you don't expect to find them around my neck, do you?"—Ga. Tech. Yellow Jacket.

Still Growing

(Continued from page 12)

Dallas Oil Exchange, 103 Field St.; L. W. McCulloch, Secretary-Treasurer.

Everts Drilling Company, 1109 Cotton Exchange Bldg.

Golding-Murchison Oil Company, from Wichita Falls, established offices 907 First National Bank Bldg.

E. L. Lancaster, 811 Praetorian Bldg.; oil leases.

O. W. R. Oil Company, Inc., incorporated by T. P. Roberts, L. R. Whitson and E. S. Owens; office, Santa Fe Bldg.

Pelton Petroleum Company, 1424 Allen Bldg.

Richland Oil Company, 812-14 Allen Bldg.

Albert C. Rick, 706 Santa Fe Bldg.; independent operator.

Tokio Oil Company, incorporated by Hugh January, D. L. Irwin and Edgar Bird; operating in Shelby County.

W. W. Wheeler, 404 Thomas Bldg.; oil operator.

■ ■ ■

To Abandon G. L. & N. Railroad

The Interstate Commerce Commission was asked recently to permit the abandonment of a thirty-six-mile long railroad in operation in East Texas. The Groverton, Lufkin & Northern is the railroad involved. The hearing was presided over by Haskell C. Davis, Washington, examiner for the commission. L. A. Gueringer, Austin, chief engineer of the Texas Railroad Commission, sat with Mr. Davis by request.

John S. Burchmore represented the railroad, pointing out that the line is now showing a \$2,000 a month deficit.

■ ■ ■

BELIEVED IN SIGNS

Mother—Jimmy, did you get that loaf of bread I sent you for?

Jimmy—No. The store was closed.

Mother—What, closed at this time of day?

Jimmy—Sure. There was a sign on the door that said "Home Baking."—Stevens Stone Mill.

■ ■ ■

Long Boy—Big boy, wuz George Washington as honest as dey sez he wuz?

Shorty—Ah tell you, George wuz the honestest man dat ever wuz born.

Long Boy—Den how come dey close de banks on his birthday?—National Real Estate Review.

To Buyers of Printed Advertising

During the decade or more of supplying the Printing requirements of firms in Dallas and this vicinity we have formed many pleasant associations and lasting friendships, through our constant striving for satisfied customers. Our ability to render a service based upon a sincere desire to understand our customers' objectives has been a very potent factor in doing this.

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Texas Publication House, Inc.

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2500 McKinney Avenue

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DALLAS

Adjusting Livestock Production

(Continued from page 13)

of pork, it is of utmost importance that we adjust hog production to demand conditions. To do this it would seem desirable to shift the average weight of hogs to around 220 pounds, the level prevailing during the years 1910 and 1915. The type of hog also possibly may be changed to more closely conform with consumer demand requirements.

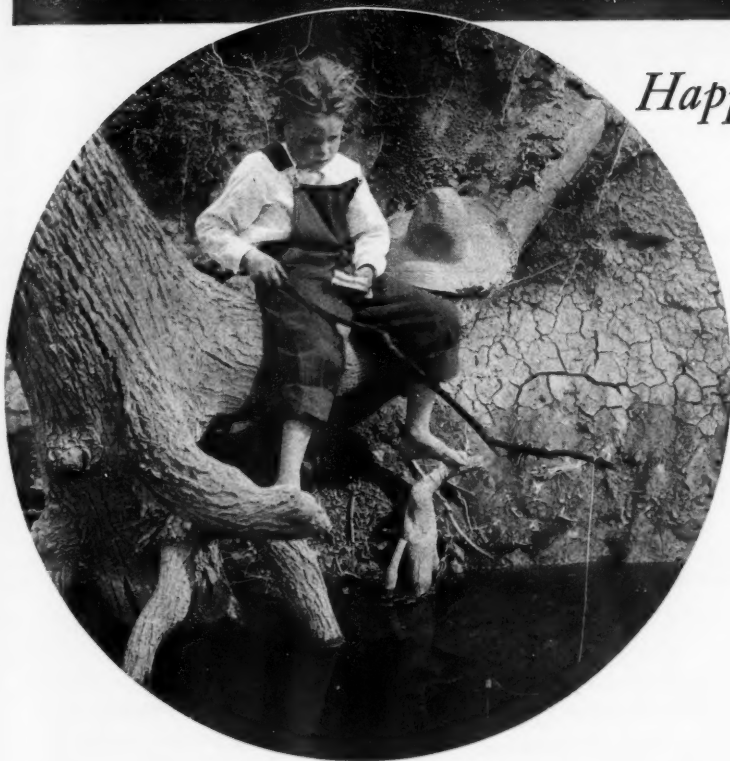
It is recognized that with any change in the general weight of hogs for the country as a whole there would be variations for the different areas, as it may continue economical and advisable to produce relatively heavier hogs in the western areas of heavy corn production which are of considerable distance from market.

With the lowering of the average weight of hogs and the production of more desirable pork cuts from a quality and weight standpoint yielding the more desirable cuts, it would seem reasonable to expect higher prices for an equal tonnage of pork produced from lighter weight hogs than from the present relatively heavy weights. In general, it would seem possible to profitably produce more hogs of lighter weights instead of producing fewer hogs of relatively heavy weights.

The demand for meat is elastic. By making prices attractive to consumers, abnormally large tonnages of meat may be moved into consumptive channels. In July and August, 1930, stocks of beef in storage were piling up at an alarming rate. The Federal Farm Board assisted in calling the attention of consumers of the country to the situation and suggested that distributors cooperate by reducing to the lowest possible level prices on beef. The result was that almost immediately the market expanded at a tremendous rate and the stocks in storage were cleared.

Increased consumption of lamb per capita during the last year is an example of the degree to which consumers may be induced to take surplus quantities off the market. Livestock production, likewise, is very elastic and responds readily to alternating periods of profits and losses. Livestock production swings like a pendulum, from underproduction to overproduction and back again to underproduction as a result of alternating periods of profits and losses in the cattle, hog and sheep business. These wide variations in production and, hence, prices, result in great economic loss to the livestock industry. Periods of high prices encourage overexpansion and periods of low prices cause liquidation of valuable stock which has been accumulated and improved to a

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The wonderful joys of the OUTDOOR PLAY SEASON are shown daily in the photographs sent to us to be used in making halftone printing plates. This is the time for fun and exercise and rest—and health—in the great playgrounds of Mother Nature.

The wheels of commerce still grind on but outdoor play now leads the endless parade of human activities depicted graphically in the stream of photographs flowing through our shop. There we see children splashing in the creeks, horseback riding, mountain climbing, auto-touring, picnicing, baseball, fishing.

All outdoor sports liberally interspersed among factory scenes, new roads, office buildings, agricultural products, murderers, newly elected officers, babies—the daily grind of life.

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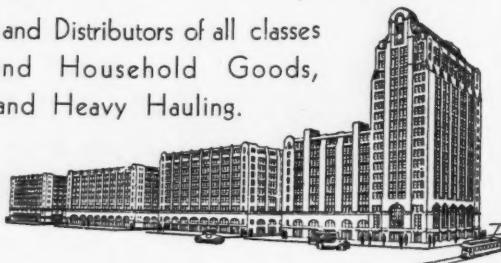
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OF AMERICA

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Twenty-three Years

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Dallas, Texas

high state of efficiency and perfection. The equipment for production likewise is accumulated during periods of temporary prosperity and often discarded during periods of losses. New producers are constantly coming into the field as a result of temporary prosperity and are eliminated when production is unprofitable. The resulting wide variations in supplies make for inefficient distribution of livestock products and many times result in added risks and costs in distribution, all of which are passed back to the producer by being taken off the price he receives for his livestock at the market.

Smoothing out these variations in supplies and the adjusting of livestock production to demand naturally involve many complex problems. Many producers undoubtedly can point to instances when it would have been both economically unsound and unprofitable to make any adjustments in the average weight or number of livestock produced, even though the aggregate tonnage was out of line with consumer demand. Any adjustment of breeding or feeding practices will have to begin with individual producer and therefore must be particularly adaptable to the physical and economic conditions governing livestock production in his section of the country. The practical solution of the problem would involve the adjustment of type, average weight and number of livestock produced to consumer demand, so that the difference between cost of production and gross income from livestock would be most favorable to the producer.

Up and down swings of the cattle production cycle are longer and more gradual than those of the hog production cycle, due to the much slower rate of reproduction in the cattle industry. The uniformity of these up and down swings and the time required for them to gather momentum make it conceivable that cattle production may be adjusted to demand by a slight variation in the number kept for breeding. The long time needed to produce a calf, grow him into a steer, and finish him for slaughter has necessarily required that breeding operations be regulated far in advance to the time of supplying the demand for beef. The shift of emphasis to baby beef production in the cattle industry will make adjustments in breeding operations more effective in stabilizing cattle production as they may be reflected more quickly in slaughter supplies.

With the rapid growth in the consumer demand for veal, many calves of beef breeding might profitably be moved into



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slaughter channels as veal during the spring months of years when the outlook for stockers and feeder cattle prices the following fall appears unfavorable. By so doing, the number and tonnage of cattle marketed in the fall would be materially reduced and prices thus stabilized. The outlet for additional veal in the spring is fairly limited, however, as marketings of calves from the dairy industry reach their peak at that time but, due to the light weight of the dairy calves, the tonnage of veal slaughtered is lighter than during the fall season despite the increased numbers. The heavy veal obtained from calves of beef breeding would supply a definite demand for that class of product and therefore not compete directly with light-weight veal from the dairy industry.

It would seem that if a milk-fat beef calf, weighing under 250 pounds, would actually bring more dollars as veal than it would weighing nearly twice as much as a stocker yearling, good business practice would suggest to the producer the advantages of the earlier sale. Thus tonnage would be reduced and a greater net return would be realized.

Regulation of the number of cattle imported also is a means of adjusting beef supplies to demand. Most of the cattle imported into the United States are stocker and feeder and slaughter steers from Mexico and Canada. Obviously large imports of these mature steers increase our available tonnage of beef materially. The low level of cattle prices prevailing during the current year has caused a marked decline in importations of cattle, particularly from Mexico. In this instance the tariff has been effective in preventing greater supplies during a period when the market is having difficulty absorbing domestic production.

By regulating breeding operations, making some adjustment in the proportion of the beef calves moving into slaughter channels as veal, and by limiting imports, the supply of cattle available for slaughter or for further feeding will become more stabilized. One of the major problems in the cattle industry, however, is the adjustment of feeding operations so that slaughter supplies during the year will be kept uniform and will not contain excessive proportions of any particular grade or weight of cattle at any one season of the year. This suggests the control of market movement through organization, as each producer and feeder is a competitor with every other producer wherever located until they unite in the same national cooperative organization to control their sales.



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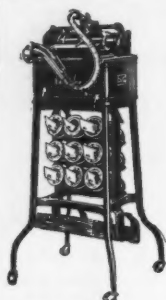
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Heretofore corn belt feeders have at times competed with packers for two-way cattle, cattle suitable for either slaughter or the feed lot, thus tending to lessen beef supplies at the time but greatly augmenting tonnage later in the year when the finished cattle had to be marketed. In this way slaughter supplies are not only distributed irregularly over the year but the tonnage of beef resulting is greater. Thus much stability of beef production may be accomplished by adjustments in the demand for stocker and feeder cattle. Likewise the length of feeding period and the time of marketing must be so adjusted that the supply of finished cattle will move into slaughter channels in an orderly manner. The consumer demand for beef is for the freshly-killed product and the perishability of beef requires that it be moved into consumer channels relatively soon after slaughter. Abnormally large supplies at any one season are accompanied by low prices in order to induce the consumer trade to absorb the surplus. Naturally, these lower prices are reflected in the price the slaughterer pays the producer for his cattle.

Additional adjustment of seasonal beef supplies to demand might be made by evening out the marketing of cows and heifers discarded from dairy herds. At present most of them are marketed during the fall months—grass fat. Since this is the natural marketing season of grass-fat cattle from the range sections, these dairy animals tend to lower the price level of all grades of beef. Such animals are a by-product of the dairy industry and their market value is of secondary importance so it seems logical that they might be marketed at other seasons of the year when the tonnage of the commoner grades of beef is lighter.

While the dairy farmer's main industry may be in the sale of milk and its products, he does have an interest, though it may be secondary, in the beef market and should cooperate with other livestock producers in a marketing program bringing greater stability to his own business as well as that of other farmers.

Other adjustments such as shifting the marketing season for certain sections, holding back certain supplies during temporary periods of unfavorable economic conditions, and the slight shifting of average weights might be employed to further stabilize beef production. All or any of these benefit only to the extent that producers act in cooperation.

Improvement in the handling of feeders is of primary importance in the stabilization of lamb production. Sheep are so regionally distributed that the year's supply of lambs may be moved to market in an orderly manner if this movement of feeders is regulated so that a normal pro-

portion of the crop is put into feed-lots relatively early in the fall, to be marketed during the winter months after the supply of milk-fat lambs has been exhausted. Since milk-fat lambs marketed early in the year are lighter in weight than the fed lambs, the tonnage of dressed lamb may be adjusted somewhat by varying the proportions of the crop slaughter as milk lambs or as fed lambs, as in the case of cattle, slight adjustments, especially seasonal, may be made in supplies by regulating the marketings from the different areas to prevent temporary surpluses and shortages.

As an illustration of the possibilities of what can be done to stabilize both tonnage and price, I commend to your reading an article in the May issue of the *National Wool Grower*, by Louis Vinke of th Montana Station, entitled, "Sorting of Montana Lambs." Mr. Vinke demonstrated in the handling of 7,500 lambs which normally would have been shipped as feeders, that by cutting out 5,000 of them a month earlier at an average of six pounds less in weight, but fatter at that time, and putting these on the market as milk-fat lambs rather than holding them a month longer on poor pastures, and which, incidentally, would have been poorer still had they been held that long, the lambs going to market netted \$107.25 more per car than did the feeders shipped a month later. Naturally, the physical operations of working, sorting and shipping at this time would have to be taken into consideration by the individual grower, but my experience has been that we will and should do a great deal to make over a hundred dollars per car and protect our pastures in the late summer season.

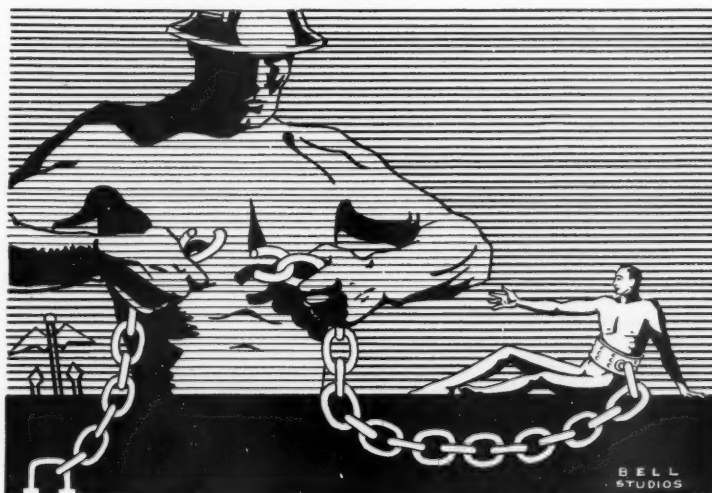
In summarizing, it is conceivable that with a limited amount of adjustment and regulation, excessive fluctuations in livestock production may be in a large measure eliminated. The extent to which some of the necessary adjustment should be made depends upon the profits reflected to the producer. We are all aware of the losses suffered in the livestock industry because of its failure to adjust production to demand. With the meat receiving keen competition to maintain its important place in the diet, it is of utmost importance to the future of the livestock industry that producers insofar as economically sound and practical, produce the type, weight and quality of livestock most adequately supplying the consumers' demand for meat. Furthermore, it is highly important that the volume of production be adjusted to demand conditions and thus maintain as high an average price level for livestock as possible.

I believe the increasing demand for a system of selling livestock by grade will soon become a realization, and if it does,

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Just recently, President Hoover likened this period in American History to Valley Forge, the trying times before the victory to come.



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Wholesale Collections

408 Santa Fe Bldg.
Established 1918

C. B. ZUBER

F. M. ZUBER

it offers a still greater opportunity for livestock producers who are organized to be in a position, through organization, to offer slaughterers their supplies by grade and guarantee the product as is done to the profit of others in modern business.

With the total supply of livestock consisting of animals marketed by producers in all parts of the United States, each influenced by climatic, feed and economic conditions peculiar to his own section of the country, close cooperation in production and marketing is essential if the livestock industry is to prosper.

I know it is needless to mention that little progress in adjusting our livestock industry to a higher level of profits can be made without organized action by the producers. The first requirement is that producers know the requirements of various markets which take their products. A product meeting the dictates of consumer demand is a prerequisite to successful marketing. Orderly production is a prerequisite to orderly marketing. All are more nearly possible through organization. In the case of livestock, both the producers and consumers as well are located in all sections of this country, and some surplus is marketed abroad. An organization, national in scope, with information and control of movement vested in a central agency, is required. Some mechanism is required to keep production in alignment and to regulate the flow of the product to its various markets from the numerous production centers. To meet this need, we of the Farm Board have given assistance to start a producer-owned and producer-controlled organization which, if supported by those who stand to profit by its operations, should shortly be able, in cooperation with slaughterers and distributors, to offer the housewives a continuing supply of attractive cuts of meat at prices high enough to return a profit for production, processing and distribution, yet cheap enough to keep the market willing to take the supply.

The foundation of this structure is the more than 300,000 livestock producers located from California to New York, and from the Dakotas to the Rio Grande, having membership in the National Live Stock Marketing Association, serving practically every section of the United States, but with the door wide open and invitation far flung to every other livestock producer who believes that a better and more profitable future of the livestock industry lies in organization and cooperative effort. Under the Agricultural Marketing Act, provision is made for rather substantial assistance to such a membership. We cherish the hope that by the time we meet again as an Institute that the number in this and all other producer-owned and producer-controlled marketing organizations may be greatly increased.

Buyers' Index

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Small Industry Looms

The day of the small industry is not past. Despite the increasing growth of combinations and mergers, small industries continue to form a most vital part of our industrial structure. Ralph Bradford, of the United States Chamber of Commerce, writing in *Nation's Business*, backs his statement with facts and figures to prove the point.

He finds that "industry is not a thing of great mills and factories, but a vast net work of smaller establishments with only here and there a great plant rearing its front across the pattern."

"Forty-six and a half per cent of all our industries employ less than 100 and more than five wage earners. One-fourth of all industrial workers are employed in establishments of that class. More than one-fifth of the total value of all manufactured goods is produced in plants whose average employment figure is less than 100.

"For all the 190,000-odd industrial establishments in the United States, the average number of employees is a fraction less than 44, this being the figure for 1927.

"Although the tendency since 1923 has been to reduce somewhat the number of very small plants—the one, two and three-man type—there is, on the other hand, an actual decrease in the number of industries in the larger employment groups and a tendency to concentrate the average at less than half a hundred.—*Nation's Business*.

...

QUICK THINKING

Two Irishmen were working on a new building. Donovan was laying bricks and Murphy was carrying the hod. Murphy had just come up to the fourth floor when the dinner whistle blew. His lunch was on the ground.

"I hate to walk down after it," he said. "Take hold of this rope," said Donovan, "and I'll let you down."

Donovan let him down half-way and then let go of the rope. Murphy landed in the mortar bed not much hurt, but terribly scared.

"And why did ye drop the rope?" he demanded.

"I thought it was going to break," was the reply, "and I had the presence of mind to let go."—*The Kablegram*.

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Junior Chamber News

The annual convention of the United States Junior Chamber of Commerce in Des Moines this month will see the Dallas Junior Chamber of Commerce well represented and actively participating in the business of the meeting.

Alphonso Ragland, Jr., president of the Dallas organization, will present a paper to the association dealing with certain aspects of membership activities among Junior Chambers of Commerce. The subject of his paper will be, "The Importance of Following Up Delinquent Members and Methods for So Doing."

J. Howard Hayden, past president of the Dallas Junior Chamber, is to preside as general chairman of all group hearings conducted by the convention. Mr. Hayden has been proficiently active in the work of the United States Junior Chamber of Commerce and the Dallas organization will seek to reward his accomplishments with an active campaign to have him elected to the post of a national director.

Many members of the Dallas organization expect to attend.

* * *

The Agricultural Committee of the Dallas Junior Chamber of Commerce is busily engaged in coordinating its activities with those of the Dallas Chamber of Commerce in a movement which has as its aim the rehabilitation of farms in Dallas County. It is the joint hope of the organizations to widen the opportunities of young men to become successful in farming. As a part of this program, the Dallas Junior Chamber of Commerce has authorized an appropriation for the purpose of assisting young men on farms to buy calves. The association will lend the money to these young men. It is also the aim of these organizations to promote actual diversification and rotation of crops.

The Agricultural Committee has finished a garden contest conducted this spring at Shady Grove. A. B. Jolley, County Agricultural Agent, judged the gardens on May 22.

Phil Palmer is chairman of this committee. The other members are as follows: Leo N. Densmore, Clarence Callaway, T. O. Briggs and Norvelle W. Harris.

* * *

Members and guests of the Dallas Junior Chamber of Commerce enjoyed a carnival held on the nights of June 5 and 6 at Vickery Park. The affair was originally scheduled for May 30, but was rained out at that time.

Modern

Advertising Art needs more than a T-square, compass and some odd angles to make it modern.

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Parts of One Market

How often do you as a business man consider, in dealing with a customer, that you are a part of the Dallas market? In other words, when you have served your customer as best you can out of your stocks, does it occur to you to help him find what he wants in the Dallas market elsewhere?

The thought is suggested by an experience which Hickman Price, the large-scale wheat grower of the Panhandle, related at a Dallas luncheon the other day. Mr. Price came down here to get automotive equipment needed by him during the harvest season, and being unable to meet his requirements at the first dealer's place of business, he was surprised to have that gentleman propose to take him over to the house of a competitor. The dealer not only did that, but introduced Mr. Price to the competitor, and seemed actually pleased that Mr. Price would not have to leave Dallas to get what he desired, even if his own stocks were not precisely what was wanted.

Mr. Price went away with a friendly feeling to all business Dallas in consequence of that dealer's attitude. In the long run a man with a breadth of view such as that will not lose. Business is bound to come his way in turn. We grow with Dallas and not across or counter to the currents of its progress. And we grow together, not against each other.—
Editorial in *Dallas News*.

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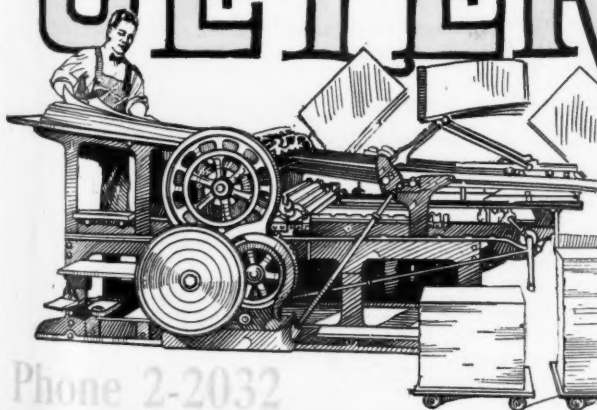
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» » FROM HERE AND THERE « «

A GOOD PSYCHOLOGIST

Little Paul (on return from dentist)—The doctor told me before he began that if I cried or screamed it would cost me a dollar, but if I was a good boy, it would be only 50 cents.

His Mamma—Did you scream?

Little Paul—How could I? You only gave me 50 cents—*The Catalina Islander*.

■ ■ ■

ADVERTISING

A lion met a tiger

As they drew beside a pool,
Said the tiger, "Tell me why
You're roaring like a fool."

"That's not foolish," said the lion,

With a twinkle in his eyes,
"They call me king of all beasts
Because I advertise."

A rabbit heard them talking

And ran home like a streak;
He thought he'd try the lion's plan,
But his voice was but a squeak.

A fox come to investigate,

Had luncheon in the woods.
So when you advertise, my friend,
Be sure you've got the goods.

—*Metropolitan Mirror*.

■ ■ ■

A HOT ARGUMENT

Never helps develop cool judgment.
Is a poor way to make warm friends.
Seldom settles any real differences.
Cannot be conducted in low tones.
Means tongues in high with brains in neutral.

Never smothers any old animosities.
Seldom increases anyone's self-respect.

—*From Farm Bureau Monthly*.

■ ■ ■

"Wealth has its penalties," said the philosopher. "Yes," replied the self-made man, "I'd rather be back at the dear old factory than learning to pronounce the names of the old masters in my picture gallery!"—*Fishing Gazette*.

■ ■ ■

"Humph! Your papa is a shoemaker, and you haven't any shoes?"

"Humph, yourself. Your papa is a dentist and your little sister's got only four teeth."—*Texas Longhorn*.

SENTIMENT

The burglar had entered the house as quietly as possible, but his shoes made a certain amount of noise. Suddenly he stiffened. He heard a woman's voice.

"If you don't take off your shoes when you come into this house there's going to be trouble. It's been raining for three hours, and you've dared to tramp on my carpet. Go downstairs and take off your shoes at once!"

The burglar crept downstairs and out of the house without a word. His confederate who kept watch outside noticed a tear in his eye.

"I haven't the heart to rob that place, Tom," murmured the burglar. "It's so like home!"—*The Kablegram*.

■ ■ ■

OH! HI, HO!

Teacher—Who discovered America?

Pupil—Ohio.

Teacher—You're wrong, Columbus discovered it.

Pupil—Oh, I didn't think his first name was necessary. —*National Real Estate Review*.

■ ■ ■

A group of traveling men were swapping lies about their radios in a Smith Center drug store. An old man had been listening silently.

"Got a radio, old man?" asked one of the drummers.

"Yeah," replied the old fellow, "I got a little two-tube affair. It's a pretty good one, tho."

"Can you tune out these little stations with it?"

"Well, I was listening to a quartet the other night, and I didn't like the tenor, so I just tuned him out and listened to the other three."—*L. A. Chronicle*.

■ ■ ■

TWO-THIRDS FOR THE LORD

"Thanks very much," said the vicar, as little Tommy handed up his offering for the harvest festival; "I must call round this afternoon and thank your mother for these eight beautiful apples."

"P-please, sir," stammered Tommy, "would you m-mind thanking her for t-twelve apples?"—*Bystander*.

THE DIFFERENCE

Freddy—Father, what is an egotist?

Father—An egotist, my son, is a man who can tell you things about himself which you intended to tell him about yourself.—*The Catalina Islander*.

■ ■ ■

BILL FELT RELIEVED

Bo—Hello, Bill, I hear you've been sick.

Zo—Yeah, but when the doctor told me it wasn't asthma I breathed a lot easier.—*Stevens Stone Mill*.

■ ■ ■

PUTTING ONE OVER ON HIM

She—John, did you mail that letter I gave you?

John—Yes, my dear. I remember very distinctly mailing it in the first mailbox I came to. You can see for yourself that it isn't in any of my pockets.

She—That will do, John. I gave you no letter to mail.—*Annapolis Log*.

■ ■ ■

LIKED HIM

Little Louise was lost on the street and was brought into the police station. The officers tried in every way to learn her name. Finally one of the officers said:

"What name does your mother call your father?"

"Why," said Louise, very innocently, "she doesn't call him any name; she likes him."—*The Catalina Islander*.

■ ■ ■

WOW!

"Every time I kiss you it makes me a better man."

"Well, you don't have to try to get to heaven tonight."—*The Kablegram*.

■ ■ ■

Flapper—My uncle in Venice is sending me a gondola. How am I going to play it?

Big Boy—You don't play a gondola; you throw it over your shoulder like a shawl.—*Exchange*.

THE POINT OF VIEW

Messenger—Who's the swell you was talkin' to, Jimmie?

Newsboy—Ah, him an' me's workin' toggedder fer years. He's the editor of one o' my papers.—*The Kablegram*.

■ ■ ■

SOCIAL ITEM

Suburbanite—Oh, here's a paragraph about us in the paper.

His Wife—Is there really? What does it say?

Suburbanite—In the month of January, 15,972,364 persons traveled in buses.

—*Scissors*.

■ ■ ■

The film director was making a Western thriller, and working very hard to get action into it.

Finally he turned from the brink of a cliff, mopped his brow and glanced at a dummy made of straw and old clothes lying on the ground beside him.

"Good heavens!" he cried. "Who was it we threw over the cliff?"—*The Catalina Islander*.

Johnny, trudging drearily to school just after vacation, encountered the nice old lady who loved to ask questions.

"And how do you like school, my little man?" she asked, in her most dulcet manner.

"I like it closed," replied the little man.—*The Catalina Islander*.

■ ■ ■

A colored employee of an express company approached his superior with the query:

"Boss, what we gwine do 'bout dat billy goat? He done ate up where he gwine."—*Exchange*.

■ ■ ■

Inquiring Motorist (in remote section of Ozarks)—How far is it to the next village?

Native—Wa-al, I don't rightly know, but I'll call Eph. Eph'll know. He's traveled all over. He's got shoes.—*Life*.

■ ■ ■

Mother—Who taught you that wicked word?

Small Son—Santa Claus.

Mother—Santa Claus?

Small Son—Yes, when he stumbled over my bed on Christmas morning.—*National Real Estate Review*.

NONSENSE

Teacher—Johnny, if five sheep were in a field, and one jumped out, how many would be left?

Johnny—There wouldn't be any left. You might know arithmetic, but you don't know sheep!—*Great Western Magazine*.

■ ■ ■

INFERENCE

The school inspector prepared to give the children an intelligence test.

"Now, children, close your eyes."

The inspector made a noise like a dog panting.

"Now open your eyes and tell me what I was doing."

"Kissing teacher," came the reply from one of the boys in a back seat.—*The Kablegram*.

■ ■ ■

TRUTH

"You look tired."

"Yes, I've had a bad day. That office boy of mine came in with the old story of getting away for his grandmother's funeral, so just to teach him a lesson I said that I would accompany him."

"He took you to the football match, I suppose?"

"No such luck. It was his grandmother's funeral."—*The Kablegram*.

STEP OUTSIDE » » » » » » » » DO YOUR SIGNS MEET TODAY'S COMPETITION?

"Every once in a while I try to imagine that I have just come to town and am looking at my place of business for the first time," says a successful man. "I try to look at my business through a new customer's eyes ... and in that way I see a great many ways to improve my business. Why not try this interesting experiment?

The signs on your building would be the first things you would see . . . because they are the first things your customers see . . . Do those signs represent the modern, progressive business you conduct? Are they in tune with your merchandise . . . your policies . . . your facilities?

There is more competition for attention on the street than there was a few years ago . . . more people to see your signs. It is our business to advise such organizations as yours on how to modernize your signs. We design every type of sign . . . we can suggest many types that perhaps have not occurred to you. We make signs of every kind. Why not 'phone us today for a consultation on Business Building Signs?

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You Could Wear Overalls and a Hickory Shirt » »

. . . and still be the same regular fellow . . . keen minded . . . alert . . . aggressive.

But your friends and associates would think you were funny. They would discount your ability because they judge by appearance.

You would fire a salesman if he failed to keep clean shaven. Do your letter heads . . . your silent salesmen . . . reflect the whiskers of cheapness?

A letter typed on smartly lithographed stationery is a good investment because it gets attention.

The cheap letter head is expensive because it receives very little, if any, notice.

Watch your own reaction
when you look at
your mail tomorrow.

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